Which are your favorite Benson & Hedges 100's sweepstakes?

You have a choice of 100 prizes, each in its own sweepstakes.

Anything from a new 1975 car to a hundred-million-year-old footprint of a dinosaur. Or a sailboat. A home sauna. A tree house: Or one of 9 trips. Or a zooful of animal crackers. A tubful of hotel towels. A wiggle of live worms and a rowboat to take them fishing. And there are 83 more possibilities.

In any case, any winner may change his mind and ask for 100 ft. of dollar bills (\$200) instead.

Each of our 100 winners will receive a letter explaining exactly what the prize includes, what choice there is (if any) of style or color or flavor, and what options there are on deliveries of perishable goods.

Please read the rules carefully and especially note that each sweepstakes must be entered individually, with each entry mailed separately in its own envelope, and the sweepstakes number in the lower left corner.

Here's hoping you'll win your favorite prize from Benson & Hedges 100's, America's favorite cigarette break. OFFICIAL BULES -- NO PURCHASE REGINERS Frite the number of the susreprinters you wish to minor in

space provided on the official every blank, or on a plant page of Till 5' paper.

2. Hand-gross your name, address and on code on your entry, or

chide-with it the front porest from hee packs of Binson & Pledge 100s, Regular or Meetable, or die monte "Berean & Hedges 100s hand-printed on a pition piece of paper. 3. Enter as other as you work, but you may write inn'y see move. spake your remm, and each enter must be mainful separative; a

a lighty to drive us you wint on your your may be mainly an investigation or entry, and cach entry must be mainly separative. Benaum & Haddes NOTE, or the F.O. Box number on the coupen below.

Meyabury, How York 109F. Entres must be postmarked by February 10, 1975 and received by February 10, 1975.

 4. IMPORTANT: Not must write the numbers of the transportate you are entering on the autode of the employe, in the lower left.

hand Carrier.

3. Wilmaper will be polarized in random driverings from a trick for evacops taken, by Austinael Judging transitute, into a landopaudant judging argumization, where declaims ore fined. Odds of winting will be alternatived by the new

her of derives recoved for each receptubles. Witness with he called the accuracy as religions of release and elegibility. All prices will be overried. Only one price to a family, hability for trace is the sale responsibility of the individual unlesses. In the of any price, winner may elect to receive a ceah owned of \$100.

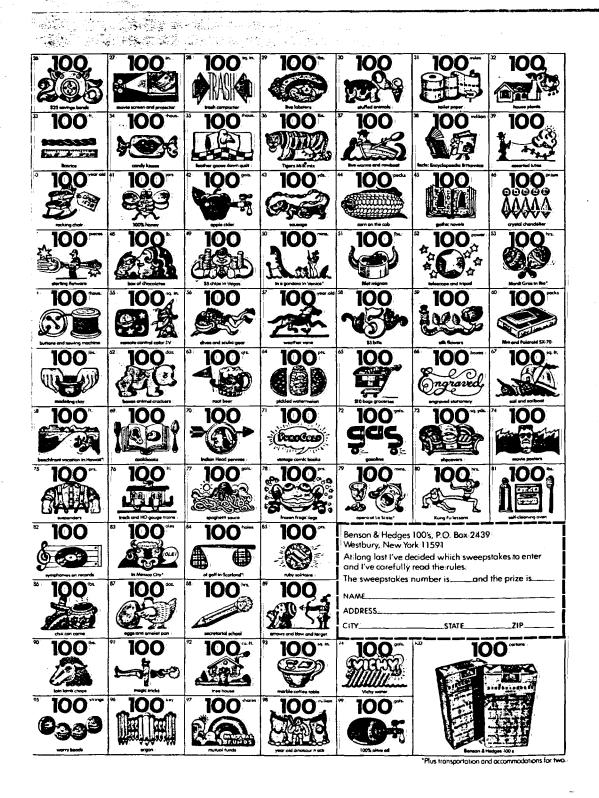
despitated, and make remning to riving asserting, sec, the advantage agencies and Notional Judging Institute, let. The affect is subject all fuderal, steep and local fours, Wed in Idaha, Massoun, Georgia and whorever prohibited, restricted or toxade.

2. For a Steel of wissource, sead in stemped, additional-massource.

P. For a list of winners, send is stamped, self-inderessed sevelage to SENSON & REDOIS WINNERS LIST P.O. See MPA Westhern, New York 11575.

18 mg, "tar," 1.2 mg, nicotine, av. per cigarette, FTC Report, Mar. '74!

100° Color of the back of the	100 picked herrings	100°m	100°	100-	100°	100
100	100	100°	100 force	2 100 and	100	100
100,	100 L	100 control	18 100	100	*100	French penkrong in Purk
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.					*,100,	100



Why this year's 100's sweepstakes will be your favorite of them all:

Our sweeps have been getting bigger and better year after year. Last year, the third time up, entries were literally in the millions — with proofs of purchase of over 30 million cigarettes.

This year, fourth time up, everything going for you is coming up bigger and better than ever before. Even a simple matter of bigger and better prizes.

And, especially, a bigger and better list of magazines running the full-color double spread you've just seen, adding up to well over 200 million reader impressions through November and December:

Woman's Day
McCall's
Ladies' Home Journal
Playboy
Redbook
Time
New York Magazine
Newsweek
Sports Illustrated
Cosmopolitan

People
Southern Living
Psychology Today
New Times
Texas Monthly
Parade
Sunday
Family Weekly
New York Times
Magazine

Order up Benson & Hedges 100's and watch your sales go up, as they have time after time after time.

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Benson & Hedges 100's

Regular and Menthol